

**NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS
METROPOLITAN PLANNING ORGANIZATION**

REQUEST FOR PROPOSALS

FOR THE WEST DALLAS SIGNATURE PILOT PROJECT

SEPTEMBER 30, 2011

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INTRODUCTION

The North Central Texas Council of Governments (NCTCOG) is requesting consultant services for the West Dallas Signature Point Project. The Plan will assist the City in coordinating capital improvements, especially as they relate to transportation infrastructure, that will best facilitate economic development in the area and establish the desired development pattern.

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

BACKGROUND

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth (DFW) Metropolitan Area. NCTCOG's Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council (RTC) and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local governments of North Central Texas in planning, programming, coordinating, and implementing transportation decisions.

PURPOSE AND NEED

The purpose of the West Dallas Signature Point Project is to analyze and prioritize investments within an identified study area to best position catalyst areas identified in the adopted West Dallas Urban Structure and Guidelines document for redevelopment. The desired outcome of the project is a detailed redevelopment and investment strategy for the area. The Plan will assist the City in coordinating capital improvements, especially as they

relate to transportation infrastructure, that will best facilitate economic development in the area and establish the desired development pattern.

PROJECT SUPPORT

The project will be conducted under the guidance and supervision of a Project Review Committee (PRC), which may include members of NCTCOG, the City of Dallas and Dallas County. The responsibilities of the PRC will be to serve as the principal technical review committee for this project. NCTCOG shall serve as project manager to implement a mutually agreed upon scope of work, to champion the project, and monitor weekly progress. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

WORK PROGRAM

The work program for the West Dallas Signature Pilot Project is summarized by the tasks outlined below. Consultants are invited to propose modifications to these tasks and to exercise creativity in responding to the project's needs. Modifications to tasks and task sequencing which will improve the effectiveness of the study effort, while containing costs, are encouraged.

SCOPE OF WORK

Project Location: The project area is located in west Dallas along the Trinity River just west of downtown. The area comprises approximately 470 acres of land and is generally bounded by Interstate 30 to the south, Sylvan Avenue to the west and the Trinity River Levee to the north and east. A proposed phasing plan for the area, adopted as part of the West Dallas Urban Structure and Guidelines, is located at the following link: http://www.dallascityhall.com/citydesign_studio/guidelines.html. This represents one potential scenario of how development could unfold in line with the vision for the area.

Project Purpose: The purpose of this project is to analyze and prioritize investments within the study area to best position catalyst areas identified in the adopted West Dallas Urban Structure and Guidelines document for redevelopment. The desired outcome of the project is a detailed redevelopment and investment strategy for the area that can inform the City's Capital Improvement Program, upcoming bond cycle, and other opportunities for non-traditional funding. The study will identify implementation and funding opportunities among the development community, the City and incentive programs such as new or existing TIFs,

expanding or activating Municipal Management Districts (MMD), and/or additional potential incentive tools. The project seeks to prioritize capital projects to align with the proposed phasing of the build out of the urban structure in order to support development and amenities in accordance with established community standards.

Project Need: Large scale land acquisitions, along with key capital projects impacting the area such as the Margaret Hunt Hill Bridge, are setting the stage for the redevelopment of the study area. As a result, the area was the subject of a year-long urban design and planning initiative to define a cohesive urban design vision for its long-term redevelopment. However, existing infrastructure is not currently in place to support the build-out of the vision for the West Dallas Urban Structure and Guidelines. Given the opportunity and desire for redevelopment in the area, the City aims to coordinate capital improvements, especially as they relate to transportation infrastructure, that will best facilitate economic development in the area and establish the desired development pattern consistent with the adopted West Dallas Urban Structure and Guidelines.

Task One: Prior Studies: The consultant will use the referenced studies which are available from City staff including but not limited to:

- West Dallas Urban Structure and Guidelines, along with its accompanying Guidebook [adopted March 2011]
- City of Dallas Needs Inventory
- 2011 Dallas Bike Plan
- Water and Wastewater Utility Needs: Trinity Developments, Part 1
- Awareness and understanding of other ongoing efforts such the Complete Streets Initiative, and Streetcar System Study underway.

Deliverables:

1. A brief memo summarizing previous studies. The memo should indicate how the previous studies impact the catalyst sites, and identify any challenges and conflicts.

Task Two: Existing Conditions: To evaluate the existing conditions, the consultant will conduct site visit(s), windshield tour(s), and interview(s) with City staff and select property

owners in key catalyst sites and possible project locations to understand community character, plan context, and the development climate.

Deliverables:

1. A brief memo summarizing the existing conditions in the study area.
2. A memo summarizing the results of the windshield tour, interviews with city staff, and select property owners.

Task three: Public Infrastructure and Facility Plan

Public facility inventory and planning will be conducted to prioritize and evaluate infrastructure investment. In this task, consultants will determine the development potential, infrastructure needs, possible challenges to project implementation, and provide recommendations and preliminary cost estimates for each catalyst site. The consultant should also clearly demonstrate which investments or how investments will bring development or redevelopment opportunities to the area that area consistent with the Vision of the West Dallas Plan. The analyses for this task include the following:

- a. Current inventory and needs assessment of infrastructure such as potable water, storm water, sewer, utility, and parking facilities and other transportation facilities, along with other infrastructure needed to accommodate and attract future development.
- b. Recommendations to improve and upgrade infrastructure and parking facilities.
- c. Cost estimates for infrastructure improvements and parking facilities.
- d. Analysis of roadway, transit, bicycle, and pedestrian existing facilities and needed enhancements.
- e. A summary of the characteristics the Catalyst Sites will need to provide the greatest benefits to the community.
- f. Identification of barriers to redevelopment, and potential strategies to remedy them.

Deliverables:

1. Public Infrastructure and Facility Plan, including:
 - a. Recommendations to City of Dallas Needs Inventory
 - b. Recommendations to improve and upgrade infrastructure and parking facilities, including cost estimates.

- c. Results of the roadway, transit, bike and pedestrian existing facilities and needed enhancements analysis.
2. Catalyst site characteristics, including barriers to redevelopment.

Task Four: Development of Phasing Plan and Implementation Strategies

The consultant will recommend prioritization of needed improvements taking into consideration the pending development, the catalysts site's future development, stabilization of the neighborhood, as well as design and engineering costs.

The consultant will develop an implementation plan, with associated dates, that clearly define the projects, programs, funding options (including the upcoming 2012 bond program and other non-traditional funding sources or partnerships for implementation), and responsibilities of management entities and staff that must be secured in order for the West Dallas Urban Structure and Guidelines to be implemented successfully.

Deliverables:

1. Provide Implementation Strategies and Recommended Next Steps for the West Dallas Urban Structure and Guidelines including recommended financing actions based on all task results.
2. Recommended Schedule and Responsibilities in Development Plan Document

Task Five: Final Draft Report and Executive Summary

The consultant will draft final report and executive summary for the West Dallas Signature Planning Project. The report will include the review of existing conditions and prior studies in relation to the West Dallas Signature Project, the public infrastructure needs assessment, including cost estimates and recommendations to improve and upgrade existing infrastructure catalyst site recommendations, the roadway, transit, bike and pedestrian existing facilities and needed enhancements analysis, and phasing funding, and implementation strategies for capital improvements in the study area.

Deliverables:

1. Revise Final Draft into a Final Plan Report and Graphics responding to comments received from City of Dallas, NCTCOG, and other members of the Project Review Committee (PRC).

2. Draft scope of work for the next phase of the project. Propose development strategies according to highlighted alternatives for development.
3. An Executive Summary will be provided in a format that can be printed separately by the City for wider distribution.
4. Provide a compact disc of the above document in editable format so that the City can have it printed and create excerpts as needed for further presentations to be developed by city staff. The document, including graphics, should be submitted in editable format such as MS Word document with maps and shapefiles in ArcGIS format. Maps and graphics may also be provided in Photoshop, or MS Publisher file formats for display purposes. A web version of the document will be created for the City website. The consultant will also provide an editable compact disk of the report to NCTCOG, in addition to three bound copies of the report to the City and four bound copies of the report to NCTCOG, and one to Dallas County.
5. Provide three camera-ready graphics based on plan recommendations for use by staff in marketing the plan, specific projects, and the project area.
6. Present Final Draft Plan to City Staff and Stakeholders, Planning and Zoning Commission, City Council or Committees, or joint meeting of these groups as determined in a final project schedule.

Task Six : Project Management, Meetings, and Public Involvement

As related to this scope of services, it is assumed that the tasks associated with project management will occur throughout the project. The consultant will attend one project initiation meeting with the PRC after the Notice to Proceed (NTP) is issued to review project goals, the scope of work, existing data, and data needs. The Consultant will tour the project area with the PRC committee to gain an understanding of the project area and gauge its capital needs.

The consultant will conduct interviews to engage stakeholders immediately adjacent to the project area, potential partners, developers, and other key groups and host at least one public meeting to review the recommendations of the project and vet recommendations and future direction of the study.

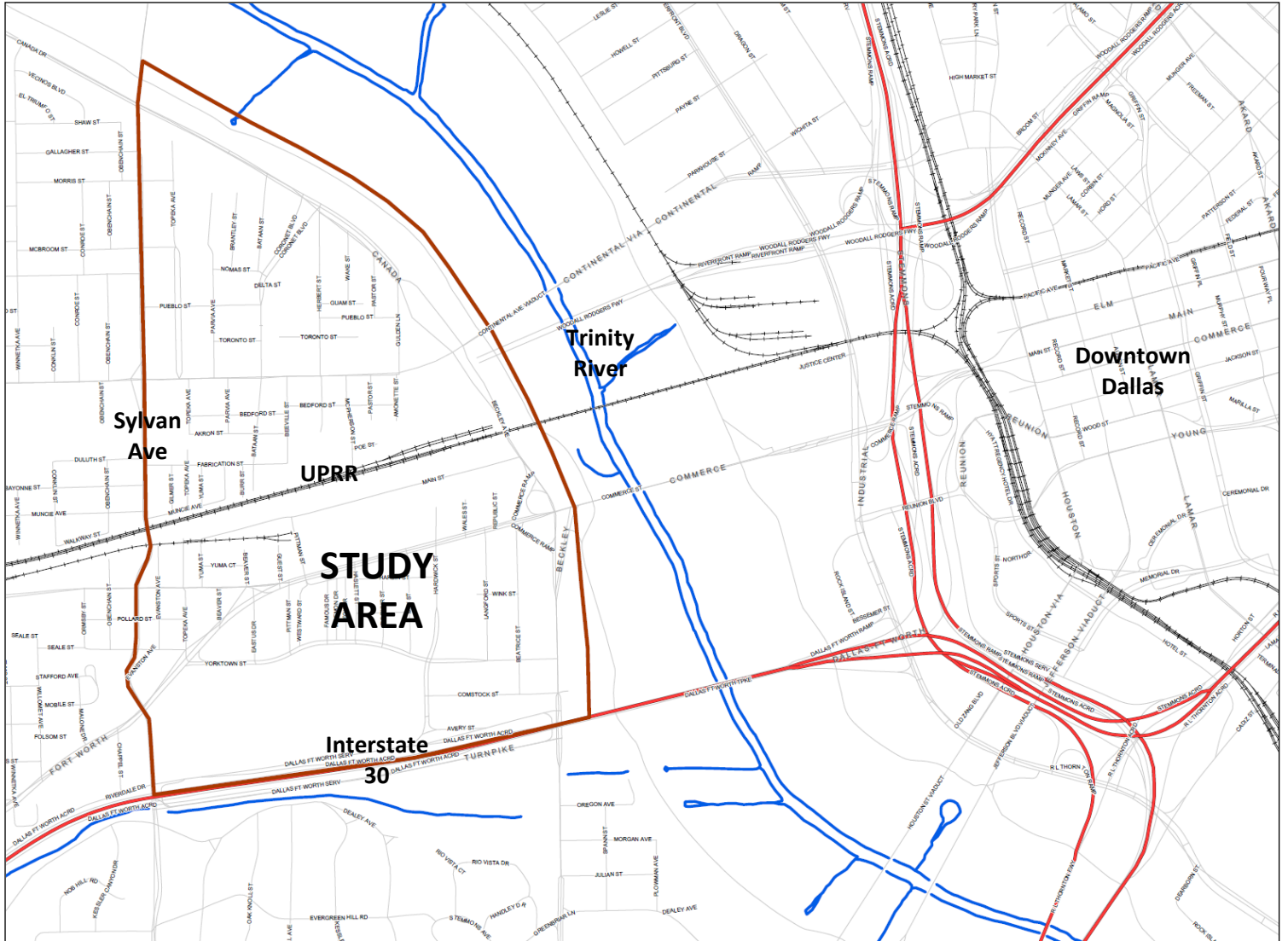
The consultant is expected to develop and maintain a Project Schedule with Key Milestones and to submit Monthly Billing and Progress Reports to staff.

Deliverables:

1. A Project Schedule with Key Milestones submitted to staff.
2. Monthly billing reports submitted to staff.
3. Monthly progress reports submitted to staff.
4. Provide briefings in person and over the phone to staff on this topic as needed.
5. Stakeholder interviews and at least one public meeting at the conclusion of the study.
6. A Project Kickoff meeting with the Project Review Committee.

Attachment A: Project Location

West Dallas Urban Structure Study Area





NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

SCHEDULE AND BUDGET

This project has an anticipated Notice to Proceed (NTP) date of January 31, 2012. This project will have a not to exceed budget of \$127,031.

CONSULTANT SELECTION CRITERIA

The Consultant Selection Committee will review all proposals and select a firm it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:

1.	Project Understanding	30 percent
2.	Scope of Services	25 percent
3.	Project Manager/Staff Qualifications	20 percent
4.	Knowledge of Dallas-Fort Worth Area	10 percent
5.	Firm Qualifications/Consultant References	10 percent
6.	Project Schedule	5 percent

If the Consultant Selection Committee determines that interviews will be required before a final decision can be made, the interviews will take place at the NCTCOG offices in Arlington, Texas on Monday, November 14, 2011. Proposers should be willing and able to attend these interviews, if necessary. Consultants who are invited to an interview will be notified by the close of business on Friday, November 11, 2011 that an interview has been scheduled.

Other requirements are that the Disadvantaged Business Enterprise participation must meet the 31.26 percent goal identified for this type of procurement and that an Affirmative Action Plan is included in the Proposal. Failure to comply with these requirements may result in finding the Proposal to be non-responsive.

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the consultant will be asked to execute a contract with NCTCOG. A Notice to Proceed will be issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected consultant, or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work in this study. NCTCOG will maintain the

right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

The Sample Contract, provided in this transmittal, contains federal requirements which must be included with all proposals submitted. Appendices C through K of the sample contract contain compliance requirements and certification forms which must accompany the proposal. **Failure to comply with these requirements may result in finding the Proposal non-responsive.**

All questions regarding the services required shall be directed in writing by e-mail to TransRFPs@nctcog.org by the close of business on Friday, October 14, 2011. All questions and responses will be posted on NCTCOG's website at <http://www.nctcog.org/trans/admin/rfp/> by the close of business on Wednesday, October 19, 2011. NCTCOG reserves the right to respond to inquiries as it deems necessary.